

The background of the top half of the image features a composite of several elements: a globe with latitude and longitude lines, a person in a military uniform, and a person in a police uniform. The text 'IPAWS' is centered in a large, white, serif font, with a bright blue and white light flare effect behind the letters.

IPAWS

Integrated Public Alert and Warning System

**EAS Participant Virtual Roundtable
“Prepared & Ready: The Final Stretch Before the
Nationwide EAS Test”
1:30 PM-3:30 PM (ET)**

Introduction

- **Purpose and Background Information**
- **Moderator**
 - Manny Centeno, EAS Test Program Manager, FEMA IPAWS
- **Virtual Roundtable Participants and Organizations:**
 - Herb White, Dissemination Services Manager, National Oceanic and Atmospheric Administration (NOAA)
 - Greg Cooke, Associate Chief of the Policy Division, Federal Communications Commission, Public Safety and Homeland Security Bureau
 - Matt Polka, President of American Cable Association (ACA)
 - Chris Brandt, Cable Head-End Subject Matter Expert
 - Andy Scott, VP of Science and Technology, National Cable and Telecommunications Association (NCTA)
 - Richard Rudman, Member, Broadcast Warning Working Group
 - Larry Walke, Associate General Counsel and Kelly Williams, Senior Director, National Association of Broadcasters
 - Tom Russell Director, Standards, Society of Cable Telecommunications Engineers
 - Larry Estlack, Director of Technology and SECC Chairman Michigan Association of Broadcasters
 - Ann Arnold, Executive Director Texas Association of Broadcasters



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Introduction

- **Purpose and Background Information**
- **Moderator**
 - Manny Centeno, EAS Test Program Manager, FEMA IPAWS
- **Virtual Roundtable Participants and Organizations:**
 - Bryan Fisher, Chief of Operations, Alaska Division of Homeland Security and Emergency Management
 - Suzanne Goucher, Maine SECC Chair & Member, National Alliance of State Broadcaster Associations (NASBA)
 - Mark Manuelian, President, Primary Entry Point Administrative Council (PEPAC)
 - Darlene Simono, Executive Director, Alaska Broadcasters Association (ABA)
 - Dennis Bookey, Alaska SECC Chair and Former President of the Alaska Broadcasters Association (ABA)
 - Jeff Smith, EAS Committee Chair and Scott Mason, EAS Committee Chair, Society of Broadcast Engineers (SBE)
 - Adrienne Abbott, Nevada SECC Chair & Member, Broadcast Warning Working Group
 - Aaron Kenneston, Emergency Manager for Nevada Washoe County Office of Emergency Management and Homeland Security



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Due to the timing of discussion, only a few questions from the Q&A will be answered during the session

Submit ideas before the October 3rd Release of the Best Practices Guide!

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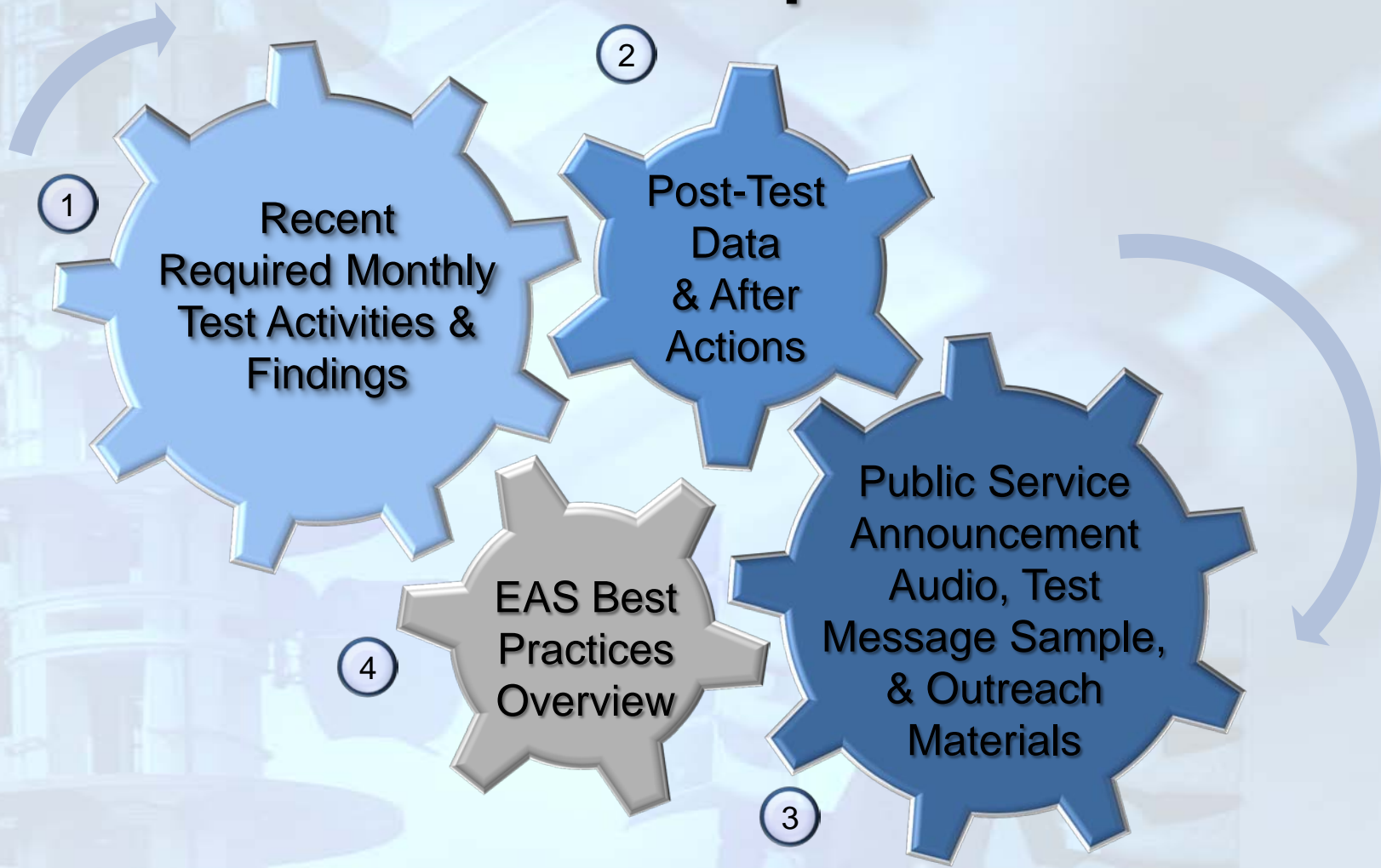
<https://nationaldialogue-emergencyalertsystem.ideascale.com/>

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Today, we will focus on three main discussion topics:



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Discussion topics will last 20 minutes

Roundtable Discussion Topics- 80 minutes

- Recent Required Monthly Test Activities & Findings- 20 minutes
 - Nevada Required Monthly Test (RMT) Mini-National EAS Test
 - Michigan State-wide EAS Test
 - Puerto Rico RMT EAS Test
 - Q&A Session and Best Practices
- Post-Test Data & After Actions - 20 minutes
 - Post- Test Data Reporting Expectations and Timeline
 - After-Action Strategy and Mitigation
 - Q&A Session and Best Practices
- PSA Audio Sample & Outreach Materials- 20 minutes
 - PSA Sample Audio (Sample 1 & Sample 2)
 - Test Message Transcript Sample
 - Television and Cable Background Slate Sample
 - Q&A Session and Best Practices
- EAS Best Practice Overview- 20 minutes
 - EAS Device Configuration and Operation Comprehensive Review
 - Television and Cable Sub-Channel Interrupt
 - Q&A Session and Best Practices



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Discussion topics will last 20 minutes

- A Year In Review- 20 minutes
- Concluding Remarks and Next Steps- 5 minutes
 - October 13th Final Informational Webinar Event- Test Preparations and Procedures

EAS Test Best Practices Guide Release October 3rd

Available on the FEMA IPAWS Website: Nationwide EAS Test Information Materials http://www.fema.gov/emergency/ipaws/eas_info.shtm

Also available through National and State Association Websites and Distribution Lists



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Topic 1:

Recent Required Monthly Test Activities & Findings- (20 minutes)

1. How did you coordinate your State-wide RMT EAS Test?
2. What role did the State government play?
3. What was the overall outcome and what benefits were identified?
4. What methods do you use to sample the RMT and collect data?
5. What were the top five most common issues noted in the RMT?
6. What value is there for emergency managers to participate in EAS tests and exercises?
7. What mitigation steps and/or strategies will occur at the participant-level?
8. Did you conduct public awareness and outreach for the RMT?



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Topic 2: Post-Test Data & After Actions (20 minutes)

1. From a broadcast and cable perspective, what is the definition of success after the Test?
2. What level of data should be collected for analysis so that the EAS can be improved in the future?
3. What after action activities would you suggest to ensure improvements are being made after the Test?
4. What is your organization doing to ensure EAS participants are implementing mitigation steps at the station or facility-level after the Test?
5. What activities would help accomplish aligning EAS policy to the technical and operational functions of the system?
6. What core areas of the EAS Handbook should be updated?
7. What tools would you use to improve the engagement of EAS Participants, State Emergency Managers, and others in the EAS Community to raise awareness of the Test?
8. How can the Federal Government improve communications to the EAS Community?



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Topic 3: PSA Audio Sample & Outreach Materials (20 Minutes)

1. What type of messaging should the PSA include?
2. How long and frequent should the PSA run to ensure public understanding?
3. Who should distribute the PSAs?
4. From an emergency management perspective, what can State's do to ensure the public understands the purpose of the Test?
5. What would you recommend including in the background slate for the Test? Images? What should be included in the text?
6. What is broadcast and cable's perspective on the content of the test message?
7. From the perspective of emergency managers, what essential messages need to be included in the test message to mitigate undue public concern?



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Topic 4: EAS Best Practice Overview (20 Minutes)

1. How difficult is it to force tune to a details channel? What general practices are used to force tune? What are you hearing from your membership?
2. What would you recommend including a background slate for the Test?
3. What type of images should be included in the slate?
4. What should be included in the text?
5. How difficult is it to force tune to a details channel?
6. What general practices are used to force tune?
7. What areas have we not addressed yet?

[BEST PRACTICES DOCUMENT REVIEW]



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Public Service Announcement Audio Sample Script 1 -30 Second-

On November 9th at approximately 2:00 PM Eastern, your State or Territory will participate in a Nationwide Test of the Emergency Alert System.

It will be heard on the radio and seen on local, cable, and satellite TV.

As Federal, State, tribal, territorial and local governments prepare for and test their capabilities, this event serves as a reminder that everyone should establish an emergency preparedness kit and emergency plan for themselves, their families, communities, and businesses.

Visit FEMA dot gov for more information.



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Public Service Announcement Audio Sample Script 2 -30 Second-

On November 9th at approximately 2:00 PM Eastern, the Federal Emergency Management Agency will conduct in a nationwide test of the Emergency Alert System.

It will be heard on the radio and seen on local, cable, and satellite TV.

As Federal, State, tribal, territorial and local governments prepare for and test their capabilities, this event serves as a reminder that everyone should establish an emergency preparedness kit and emergency plan for themselves, their families, communities, and businesses.

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NOAA National Weather Service EAS Testing Schedules

- The NWS will reschedule the NWR RWT from Wednesday, Nov. 9, 2011, to Tuesday, November 8, to mitigate any potential confusion that could arise with the Nationwide EAS Test.
- Local NWS offices also have the option to locally cancel the NWR RWT test for that week after consultation with respective EMAs, LECC/SECC or EAS committees.
- If the rescheduled NWR RWT cannot be conducted because of potential severe weather on Tuesday, Nov. 8, the NWR RWT should be cancelled for that week.
- The few locations that conduct a second NWR RWT test later in the day should make a reschedule/cancellation decision after consulting with local EMA and EAS authorities.
- The NWR RWT on Tuesday, Nov. 8, gives EAS Participants opportunity to confirm their EAS equipment is configured to monitor, receive and log a SAME/EAS message.
- No NWR RWT test should be conducted on Wednesday, Nov. 9, 2011.



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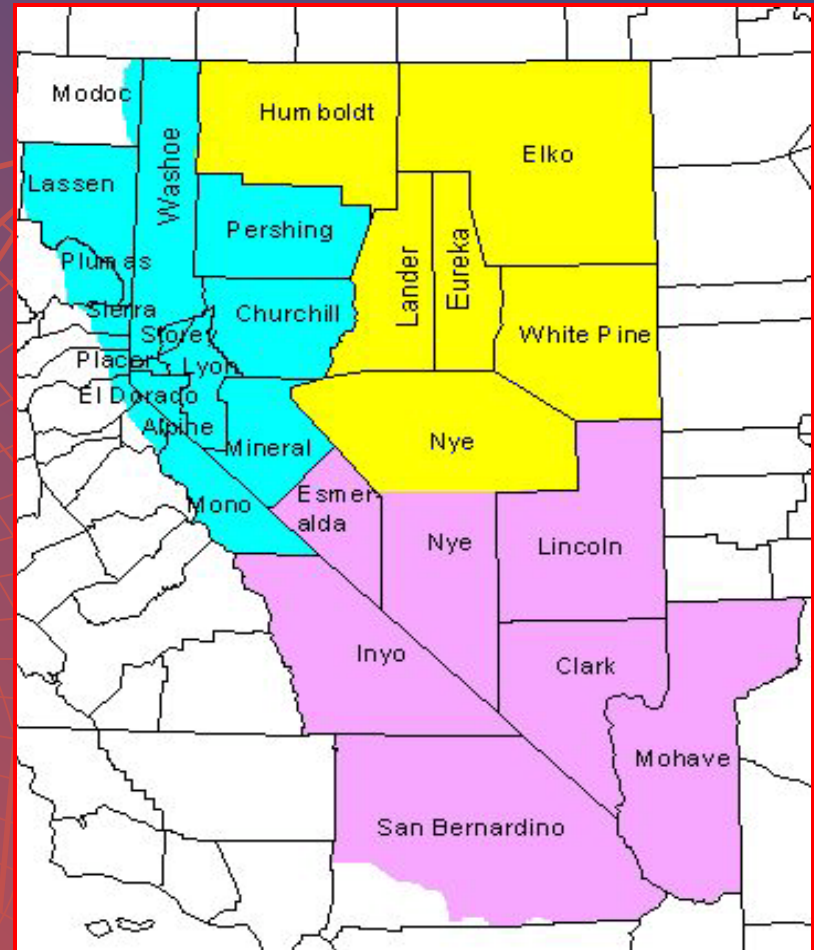


NEVADA mini-NATIONAL EAS TEST

CASE STUDY

STATE WIDE ACTIVATION

- ◆ RMT sent from FEMA to PEP Stations in Reno and Las Vegas
- ◆ PEP Stations sent RMT to LP stations
- ◆ LP Stations sent RMT to Participating Stations
- ◆ Participating stations received and rebroadcast the test
- ◆ Test participation more than 70%

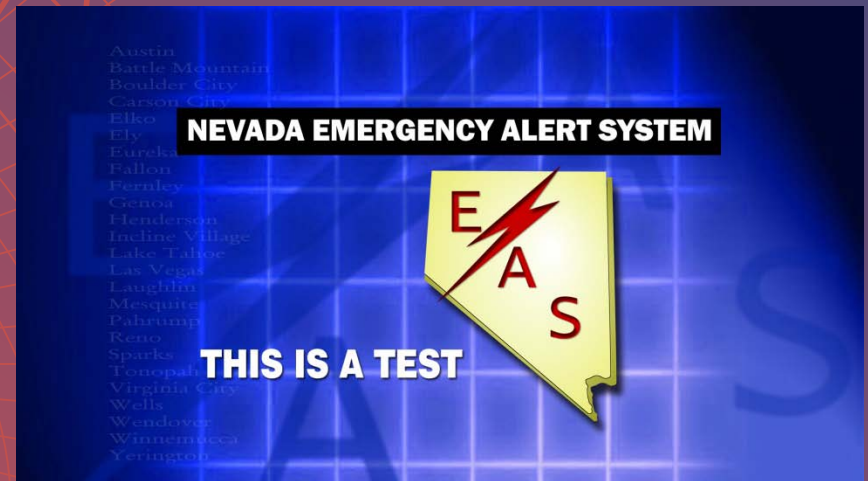


PROBLEMS

- ◆ Incorrect monitoring assignment
- ◆ Received but not rebroadcast
- ◆ Improper programming
 - New CAP equipment
 - Legacy equipment problems
- ◆ Not set to forward RMT
- ◆ Unknown delay
- ◆ Equipment failure (old)

IMPROVEMENTS

- ◆ Monitoring Assignments
- ◆ Proper Programming
- ◆ Additional RMT in October
- ◆ More emphasis on the rules



Concluding Remarks and Next Steps

- All the documents discussed today for the EAS Best Practices Guide (Version One) will be released on Monday, October 3rd

Next in the webinar series:

- Thursday, October 13th Nationwide EAS Test Update Webinar: “Final Test Preparations and Procedures”



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Contact Information

Contact:



FEMA

U.S. Department of Homeland
Security
500 C Street, SW
Washington, DC 20472

Manny Centeno
National EAS Test Program Manager
FEMA IPAWS Program Office, National Continuity
Programs
Office: 202-646-4328
Email: manuel.centeno1@dhs.gov

Alternate Contact Information:
ipaws@fema.gov



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A Special Thank You To:

Federal Communications Commission (FCC)
National Oceanic and Atmospheric Administration (NOAA)
Society of Broadcast Engineers (SBE)
Society of Cable Telecommunications Engineers (SCTE)
American Cable Association (ACA)
National Cable and Telecommunications Association (NCTA)
Tennessee Association of Broadcasters (TAB)
Washington Military Department Emergency Management Division (WMDEM)
Primary Entry Point Administrative Council (PEPAC)
National Association of Broadcasters (NAB)
National Alliance of State Broadcasters Associations (NASBA)
Broadcast Warning Working Group (BWWG)
Texas Association of Broadcasters (TAB)
Maine Association of Broadcasters (MAB)
Michigan Association of Broadcasters (MAB)
Ohio Broadcasters Association (OAB)
Alaska Broadcasters Association (ABA)
NV Washoe County of Emergency Management
Alaska Division of Homeland Security and Emergency Management (ADHS & EM)
Nevada Broadcasters Association (NBA)
Puerto Rico Association of Broadcasters (PRAB)



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